



JORDAN



The New
J O R D A N
Silhouette





FORECASTING LEADERSHIP

THIS is a frank statement of that purpose and ideal which has actuated the men of the Jordan Company in bringing out at this opportune time what they positively believe to be the best automobile ever built in this country for the money.

They know, as all keen business men know, how success will be won in the years to come. We Americans have reached the point when we will demand that every piece of merchandise be a better piece of merchandise with a fairer price ticket on it.

We are happily going back to the old fashioned sincere way of doing business.

These experienced young men of the Jordan organization, with the better half of their lives before them, have designed, built and priced this car for leadership.

Leadership, they well know, depends upon our ability to give to the public—right now—the greatest value with a smaller margin of profit to ourselves.

To manufacturers, dealers and salesmen, whose highest respect we have always aimed to inspire, this statement will be unnecessary.

They know how Jordan has, from the beginning, built for the “long pull” success that means permanency. They know what this new leadership means.

To those not familiar with the trend of the motor car industry this statement will be enlightening.

In a word—the battle for leadership is on.

Two courses lie open to each manufacturer just as soon as he liquidates old inventory and present old models.

He can take the easy path, cheapen his product and catch many buyers who gain an impression of greater value because of lower price.

In that case the manufacturer will make in temporary profits what the dealer and owners expend in service.

Or he may choose the longer road, build a vastly better car, satisfy himself with smaller profit on each turnover, and win confidence and leadership through serving the public well.

It is the latter course that we have chosen.

There is no royal road—no magic path—to success.

Success is just another name for service.

We have complete faith in the good judgment of the American people.

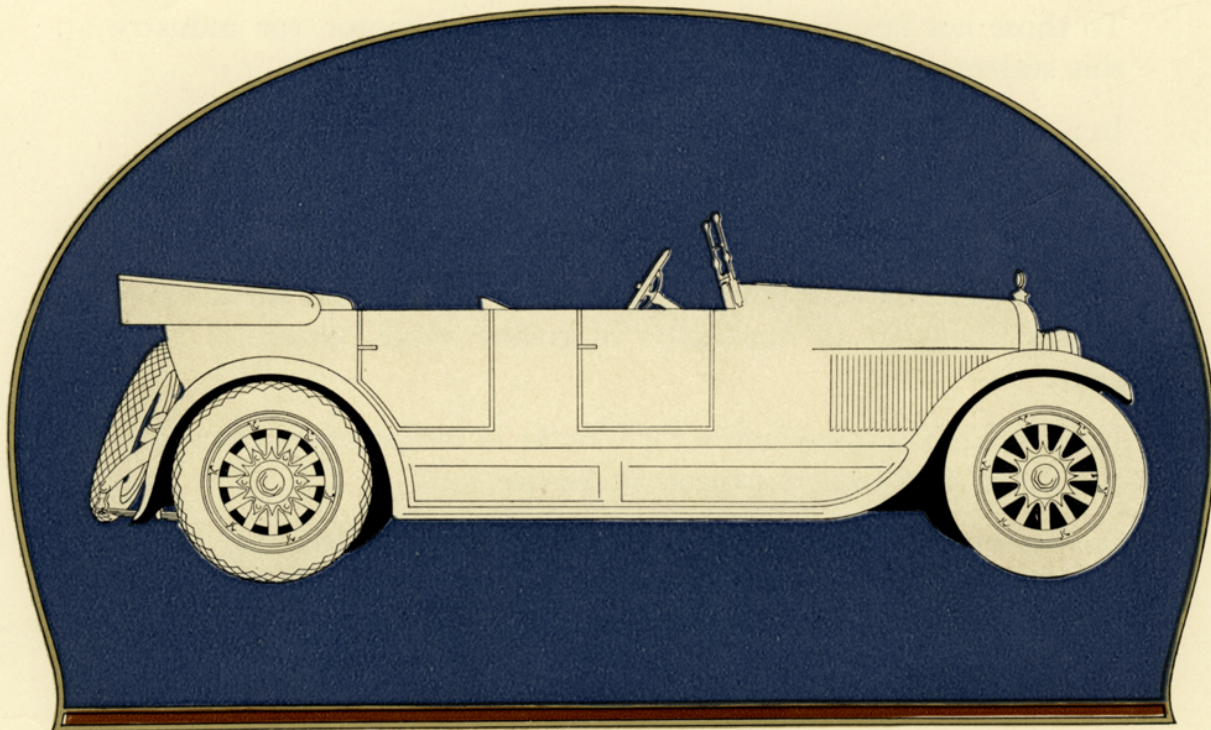
They will endorse this car and this policy.

We know it.

Sincerely,

Edward J. Jordan





The JORDAN *Silhouette*

HERE is the striking story of a brand new and fascinating Jordan car. It will at once assume leadership in the field of quality light cars. Success—Vision and the lucky Jordan star—those happy companions of leadership, have given Jordan the glad opportunity to be first to provide what the whole changing world demands.

That is a vastly better, more serviceable and long enduring car. Designed in every detail and built entirely from the owner's point of view, Jordan is staking everything on the positive belief that the owner wants a motor car of lasting quality and style that will run 200,000 miles and last five years.

Five brilliant years have confirmed the fundamental Jordan policy of success through serving well.

Now Jordan has produced a car which happily combines the sincerest hopes of the owners who drive.

This—we predict—will be the standard type—for years to come.

You can buy a Jordan and—KEEP YOUR CAR.

All aluminum bodies are expensive. But there's no rumbles, ripples or rust.

It's the body weaving on cold steel that gets on your nerves. The new Jordan bodies are ironed, braced and padded for silence.

In this new fashion car, all instruments are under glass firmly set in rubber. Lighted from without, protected in washing and from rain, they form a concentrated beauty spot—taken in at a glance.

A cowl ventilator keeps the forward compartment cool—operated with a twist of the wrist from the driver's seat.

The shield is rain tight—rare, isn't it?—rubber strips not skimpy—and two flaps enclose the top of the shield.

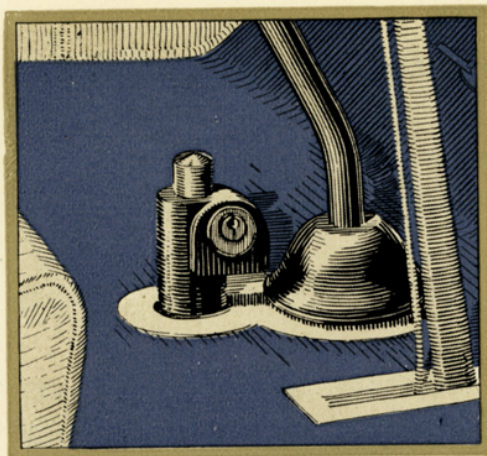
No top rattling against the windshield. That's an unpleasant worry. A slotted bracket and nut drove that care away.

Tools in a padded and locked compartment in the left front door. No unloading passengers to find a dirty tool roll, usually empty.

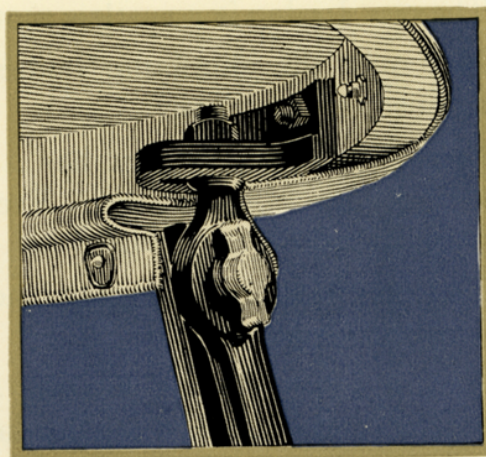
Seats lower and tilted more. No hanging on while rounding the corners. Forward vision for occupants of rear seats.

Marshall cushions, deep, luxurious, hold you in your leisurely seat.

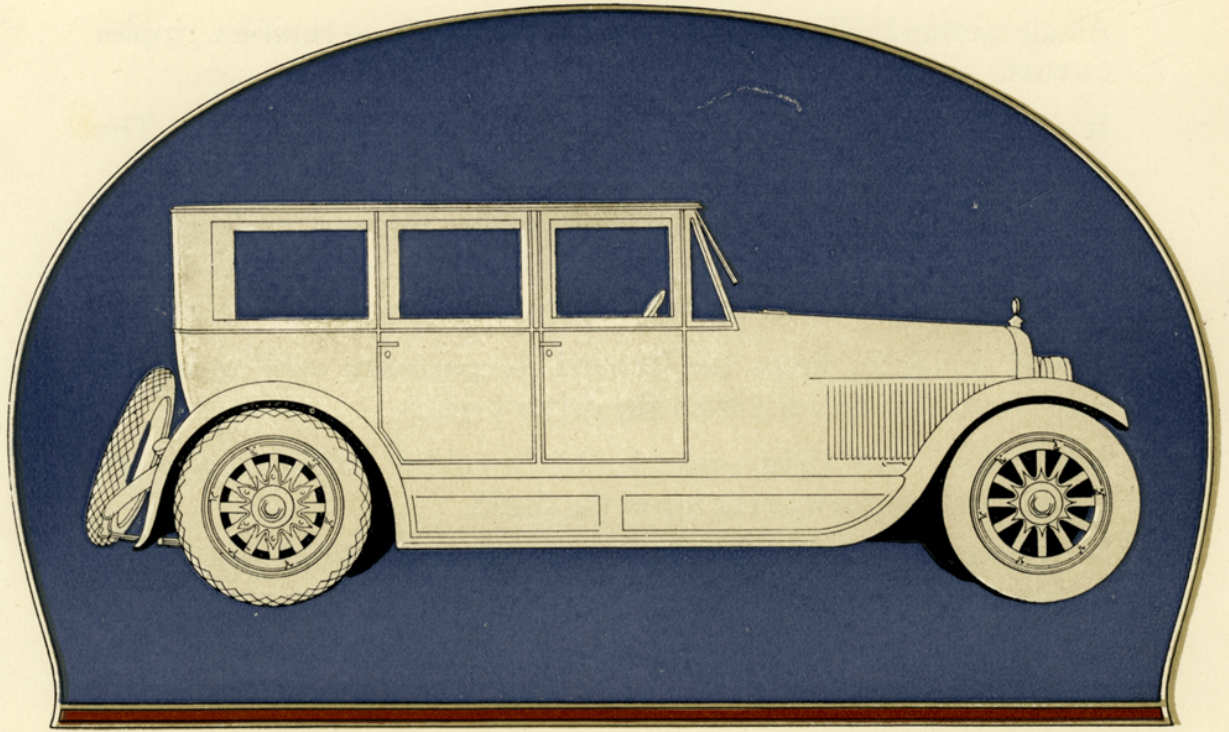
You can't confuse the new curtain rods. Time, morals, exasperation saved.



THE new transmission lock—a complete and satisfactory safeguard against theft—reducing insurance charges. Complies with the law.



A TOP and windshield attachment that is most pleasing—no annoying rattles and wear. Just a turn of the nut and the top is secure.



The JORDAN *Silhouette* Sedan

Every detail of leather, bindings, carpets, foot pads and hardware the best we can buy.

The new Jordan is a rustless motor car.

Not only the aluminum bodies provide this valuable insurance against deterioration.

Every nickel plated part has a foundation of brass. Steel rusts very quickly when exposed. Every exposed nut, bolt and fitting is rust proofed—then painted.

Clutch and brake pedals stay black. New design accelerator stirrup is of aluminum.

It's the flimsy frames, weaving and twisting that make the body builders trouble. The new Jordan deep frame has tubular torsional resisting cross members. The bodies do not gap at the door openings.

The Jordan velvet spring shackle, the most happy feature on a uniformly quiet car, is improved. Drop forged parts with water and dust proof metal boots.

The motor is the heart of a good automobile.

But the soul of a car finds expression through the spirit of the men who make it. The heart of this remarkable Jordan is a new, distinctive and exclusive motor, of the thoroughly modern, lighter, high speed type.

Engineers have long been baffled in an effort to build a motor that combined silence with what we love to call a "punch." When they built for silence the power was not there.

This Jordan motor has what the small boy would call a "Wallop"—a silent thrilling something that makes the old driver turn and grin. Chain drive is silent. Gears never remain so.

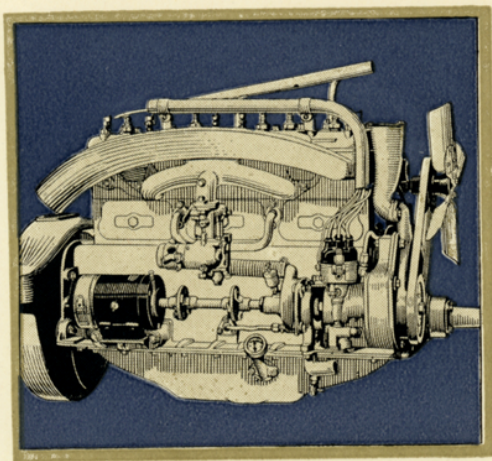
Three point motor suspension reduces strains. A three legged stool never rocks like a four legged table.

Four bearings distribute the load on the crank shaft evenly. Every crank pin has an adjacent main bearing.

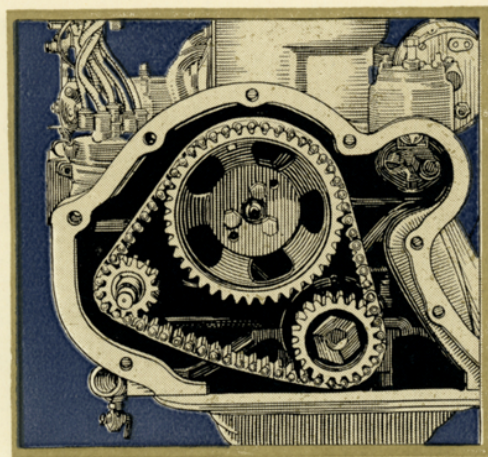
Force feed lubrication with a precision instrument constantly before the owner's eye. As long as there is oil there is pressure.

Manifold designed for low grade gas. Many car owners wonder why the Jordan is so economical.

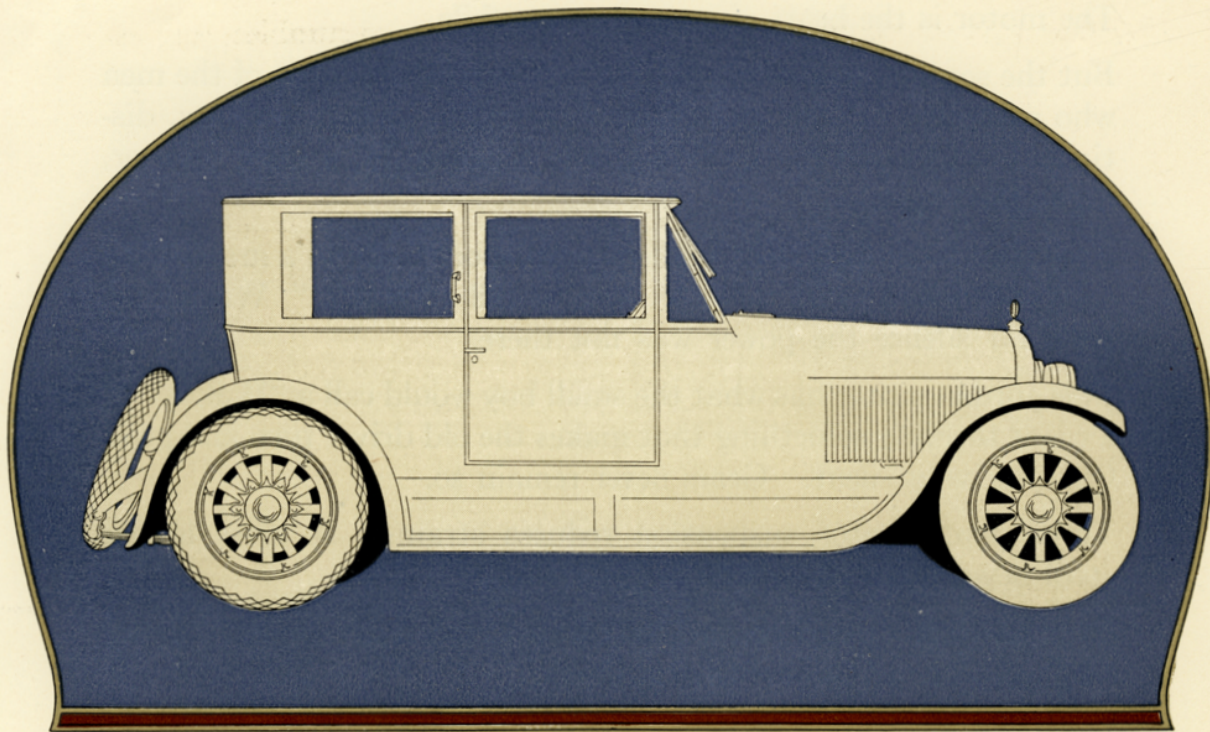
A snappy powerful, high grade, exclusive motor just as accessible as any mechanic wants a good motor to be.



THE new exclusive Jordan motor a dynamic bundle of thrilling power—smooth—silent—chain driven—four bearings. A six cylinder, certainly.



SILENT chain drive—easily adjusted in five minutes but only necessary at long intervals. All motors must eventually be chain driven for quietness.



The JORDAN *Silhouette Brougham*

You will have an interesting choice of body styles with the new Jordan.

They include the Silhouette Touring—now the dominant type in the quality class of open cars.

The beautiful new Brougham, a type introduced five years ago by Jordan, now rapidly being imitated by the high priced car builders.

The Sedan—quite the most substantially built enclosed body produced in America.

The Landaulet—a distinctive Jordan creation for those exclusive people who can afford to enjoy a personal car. It is both attractive and irresistible in appearance and comfort.

The Playboy—the most talked about Jordan car ever built for those who retain their youth.

Jordan has always dared to lead in body styles.

The Jordan Silhouette quickly made passé the bevel edge.

Leaky radiators are caused by undue strains. The new Jordan radiator is hung in a cradle, mounted snugly on cork gaskets.

The transmission is new with a positive lock. That means dollars saved in insurance. Longer control lever.

The clutch is of latest design—none smoother or more positive.

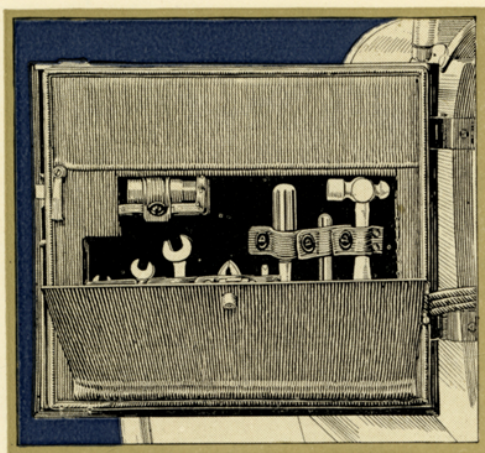
There's a new axle, the first of a new pattern produced by the world's greatest axle builders. Stronger—lubricated completely but non-leaking—silent. Rear wheels easily removed.

There's a new gasoline tank, shaped to conform with frame. Shut off cock on the line. The new gas tank cap locks with one turn of the hand. Filler stations like it. No threads to bother.

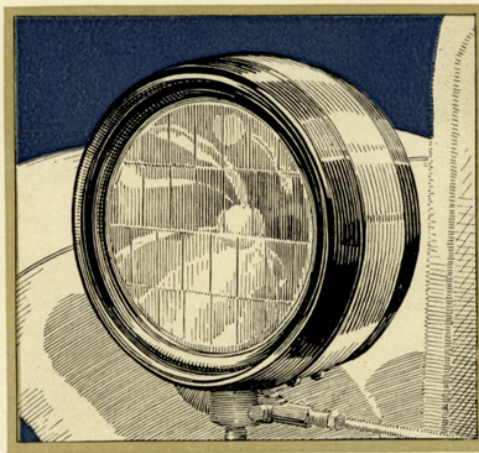
Lubrication is the life of the car.

Now Jordan has built a car with scarcely a point where friction can wear. Alamite system protects throughout. Pressure will put oil where gravity will not. But that's not enough for Jordan. A new independent lubricating system brings oil to inaccessible points under car. Nearly always neglected. Rear axles are mean things to reach. Flexible tubes, easily accessible for filling, do the trick.

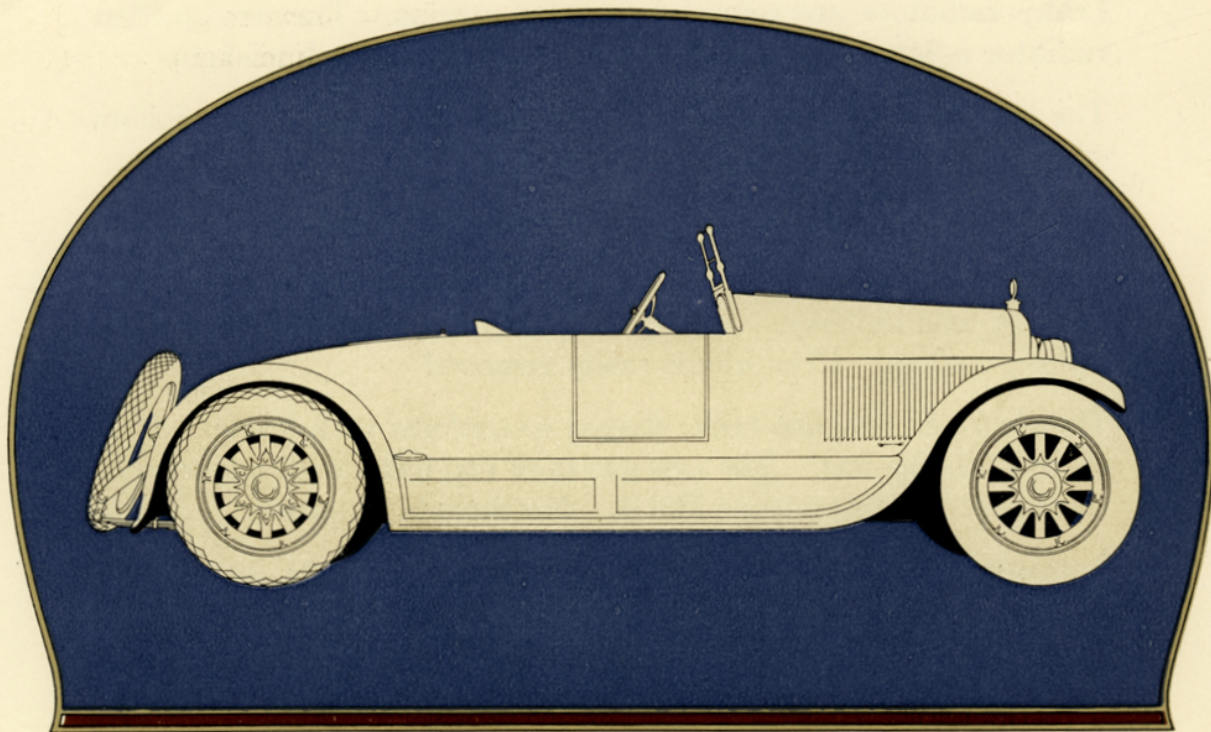
A new braking system. Levers cannot jump backward and forward on rough roads.



A DELIGHTFUL feature about the new Jordan. Each tool separately secured in a nest of its own. No getting out when tools are needed. No rattle.



THE new swanky Jordan barrel lamp. Custom style with broad band of nickel on brass—non-rusting. It marks a properly dressed car.



The JORDAN *Playboy*

Some people have said Jordan was daring when he introduced the Crane-Simplex-Brewster opaque velvet finish on a medium priced car.

They think most people still want the piano finish, which cannot last as long.

The public is always about four jumps ahead of the manufacturer. Jordan now provides an option and you can have the new car in the snappiest and most enduring bright finish—colors as interesting as all Jordan ideas.

Or you may choose the new opaque velvet finish. Then you can drive your car a month—turn on the hose and it's clean. No polishing—no scratches show. Then after many thousands of miles send for the paint—and the car can be refinished at extremely low cost and in the most simple manner.

Women—as usual—are demanding it first—because it has a custom appearance and it is dust proof.

Body finishers, manufacturers and dealers know now that the public will demand this finish just as soon as they find out how beautiful, practical and economical it is.

You need only learn the experience of Jordan owners who have preferred the new finish to confirm your judgment.

These and a thousand details of painstaking workmanship make the new Jordan a car of finished mechanical excellence.

Every practical reason which appeals to the experienced owner who wants beauty, comfort, performance, economy and durability—should incline you to decide that your next car should be a Jordan.

It is so good looking—everyone compliments you. The Silhouette-type is conceded to be ahead of the times.

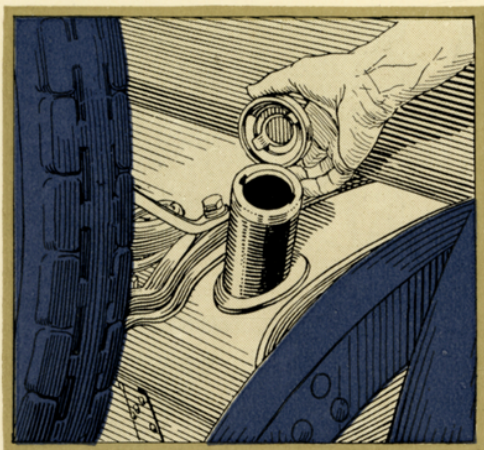
It's so economical—Jordan National economy record—27 cars did 12,546 miles at 24.1 miles per gallon average.

It's so quiet—the only car in America using the Jordan non-rattling lubricated spring shackle.

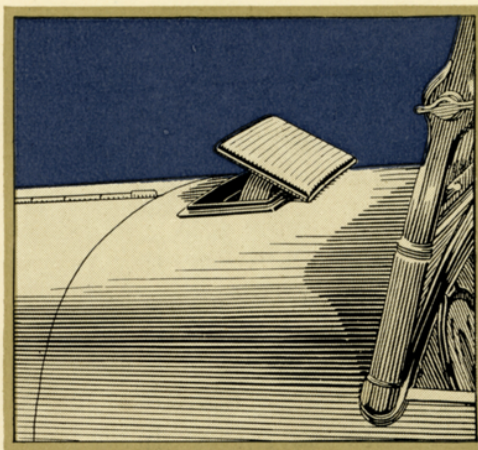
It is so low, sturdy and well-balanced—not up in the air like old fashioned cars.

It performs well—climbs all famous hills in America on high.

Colors are always interesting and optional—you feel better dressed than your neighbor.



THE gas tank cap removed and replaced with one simple turn of the hand. New Jordan gas tank conforms neatly with contour of the frame.



ALL cars must eventually provide this comfort feature. It adds a snap to the car appearance and many will give thanks on warm summer days.

People who once owned big heavy cars are buying Jordans for economy and easy handling.

It's the lightest car on the road for its wheel-base.

It has expensive deep section full-crowned fenders—so different from the ordinary.

It is the best balanced car on the road—its motion is constantly forward—away from the repair shop—not sideways and towards the repair shop.

It's so easy riding—due to all Chrome Vanadium springs.

It is easy to find your place at the curb—easy to handle in crowded traffic.

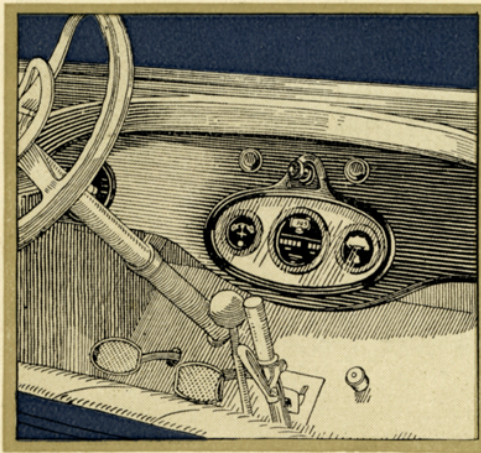
It has fat wheels—fat cord tires.

Jordan is building for a reputation—for leadership.

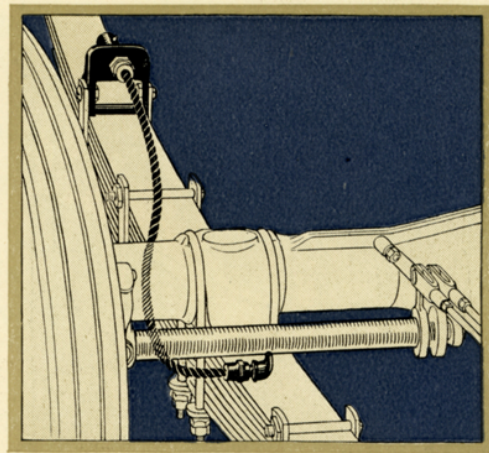
Remember—it is not what the manufacturer says about his product which makes for reputation—for leadership.

It is the good will created by Jordan owners—who, satisfied with Jordan service, are happy to recommend this car to their friends.

JORDAN MOTOR CAR COMPANY, Inc., Cleveland, Ohio



***T**HE new Jordan instrument board. A concentrated beauty spot. All instruments covered by glass, firmly set in rubber. Taken in at a glance.*



***F**LEXIBLE oil tubes brought out near rear end of rear springs into accessible position. Axles lubricated as easily as any other part of the car.*



JORDAN